

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: SD's/SOPM's

DATE: August 3, 1990

FROM: D. Nelson

SUBJECT: BUCKS RETAIL MEETINGS - AUGUST 27

BUCKS retail meetings will be held the week of August 27. The following provides you with details and timing for specific elements to be executed for these meetings.

SECTION RETAIL MEETINGS

Date - w/o August 27

Ship to location - Section Office

All materials will arrive no later than August 24.

SALES GIFT

All PM USA field sales personnel will receive a gift which will be presented in a gift box carrying the copy "DON'T GET CAUGHT BUCK NAKED".

Each gift box will include:

- o Management sell-in brochure and sell sheets
- o Product slots (to be filled at Section office)
- o Dollar bill sleeve
- o Gift - BUCKS wrist watch

Thirty (30) cartons (15 kings, 15 kings lights) have been allocated per Section for SR gift boxes (due week of 8/20).

DOLLAR BILL DRAWING

One dollar bills are to be inserted into the dollar bill sleeve and the serial numbers must be recorded. Each section will hold a drawing using the dollar bill serial numbers. The person holding the winning number will receive "THE BUCKS BAG", a leather saddle bag.

One leather saddle bag will be sent to each Section office.

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RETAIL SELL-IN MATERIALS/GIFT

S/R will be allocated a sell-in kit containing:

- o Management sell-in brochure
- o Product slots (to be filled by S/R)
- o Retail gift - wallet
- o dollar bill sleeve

Due in POS depots - w/o August 20

| <u>ITEM</u> | <u>POS#</u> | <u>QTY/SR</u> |
|-----------------------|-------------|---------------|
| Retail Materials/Gift | 51444 | 80 |
| Free Standing | | |
| Sell-in brochure* | 51370 | 20 |
| B1G1F Sell Sheet | 51510 | 80 |
| 20 Bucks For a Buck | | |
| Sell Sheet | 51509 | 80 |
| Prebooking Form | 51372 | 80 |
| Rack Labels - carton | | |
| Kings | 54019 | 20 sheets |
| Kings Lights | 54020 | 20 sheets |
| Rack Labels - pack | | |
| Kings | 54021 | 20 sheets |
| Kings Lights | 54023 | 20 sheets |

*This brochure is contained in all Trade/Retail gifts, and SR's have been allocated 20 free standing sell-in brochures as back up.

NOTE: S/R should insert one dollar bills in dollar bill sleeves for sell-in presentations. Dollars should be expensed, and a promotion code has been assigned for accounting purposes. In addition, one of each packing should be inserted in product slots contained in the kit.

VIDEO/AD KIT

The BUCKS video and Advertising Kit (mounted reprints) shipped for Management Meetings (8/10) should be retained for use at retail meetings.

EE036:cfn

cc: M. Blackwell
J. Chaump
J. Nellenbach
S. Sabella
Region Directors



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